

**A STUDY OF CUSTOMER SATISFACTION  
TOWARDS THE SERVICE QUALITY PROVIDED BY  
IBS TECHNOLOGY SDN. BHD.**

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**Submitted in Partial Fulfillment  
of the Requirement for the  
Bachelor of Business Administration  
(Hons) Marketing**

**FACULTY OF BUSINESS MANAGEMENT  
UITM, MELAKA**

**2007**

## DECLARATION OF ORIGINAL WORK



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#### “DECLARATION OF ORIGINAL WORK”

I, Ernna Edayu Binti Dul Ngajis,

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Hereby, declare that,

- This work has not previously been accepted in substance for any degree, locally or overseas and it not being concurrently submitted for this degree or any other degrees.
- This project paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: 

Date: 11<sup>th</sup> May 2007

## LETTER OF TRANSMITTAL

11<sup>th</sup> May 2007

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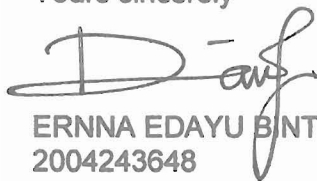
Dear Madam,

### SUBMISSION OF PROJECT PAPER

Attached is the project paper titled "A STUDY OF CUSTOMER SATISFACTION TOWARDS THE SERVICE QUALITY PROVIDED BY IBS TECHNOLOGY" to fulfill the requirement as needed by the faculty of Business Management, Universiti Teknologi MARA.

Thank you

Yours sincerely



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Bachelor of Business Administration (Hons) Marketing

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## **ABSTRACT**

This study is based on the research of 'A Study of Customer Satisfaction towards the Services Provided by IBS Technology'. The questionnaires have been distributed 31 respondents from 11 companies who have used the services from IBS Technology. Most of the companies have been used for these services about 1 to 3 years operations.

In this study researcher had done the research of identifying the level of customer satisfaction with the service quality of IBS Technology management. Service qualities in this study refer to the staffs' performance from 3 departments which are Business Development Department, Project Management Department, and Maintenance Department.

There are 31 questionnaire have been distributed to the respondents in order to fill out the entire question. From the question the result will be gain after the analysis of data. Most of the respondents are company who has used the services and products from IBS Technology Sdn. Bhd.

Researcher has used the Statistical Package for Social Science (SPSS) Program version 14.0. From the analysis researcher identified that there is no relationship between the customer satisfaction and service quality by using the cross tabulation for the service quality variables.